



FASHION IN THE AGE OF COVID

Media Kit

2021 JCCC FASHION SHOW
'RESILIENCE'

HOW THE GLOBAL PANDEMIC HAS CHANGED THE STUDENT EXPERIENCE

“IN EVERY CRISIS,
DOUBT OR
CONFUSION, TAKE
THE HIGHER PATH
- THE PATH OF
COMPASSION,
COURAGE,
UNDERSTANDING
AND LOVE.”
— AMIT RAY,
NONVIOLENCE:
THE
TRANSFORMING
POWER



On thing that no one could have predicted is a global pandemic changing life for us as we know it. Schools worldwide had to shift to online learning, and the fashion students at Johnson County community college were no exception.

Many things had to change to accommodate the new lifestyle the world was facing. The Fashion Merchandising and Design department had to cancel the 2020 fashion show which had been held on campus with a live audience for 50 years.

With the new Fall 2021 semester JCCC strove to maintain an engaging student experience while still being safe. More than 70% of Fashion classes moved online and those lab classes that had to be taught in person took on a new look -- with smaller class sizes and socially distanced seating and equipment.

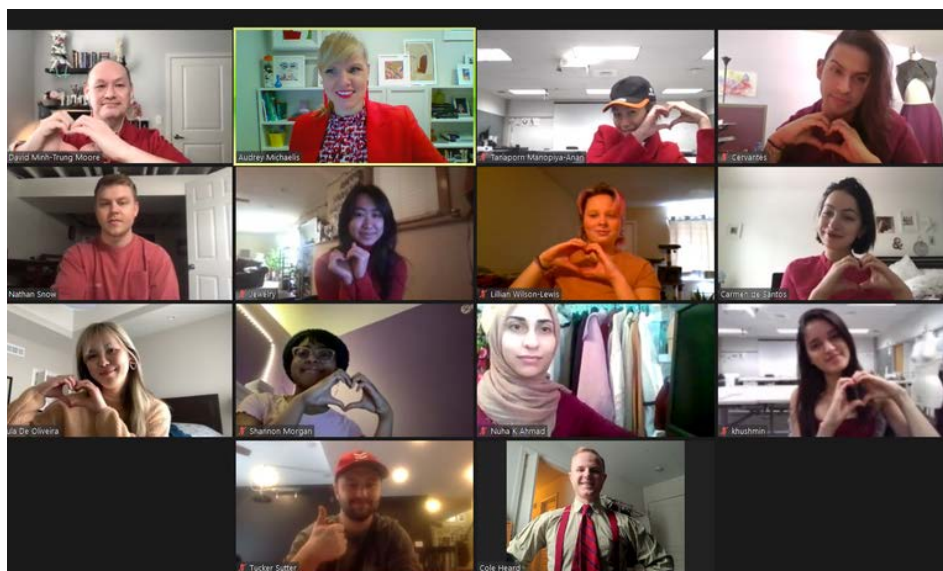
Things have shifted online in education and in the fashion industry in general. In the fashion industry, digital alternatives have cropped up and designers are rethinking their priorities. Many in the industry are asking if fashion shows will ever return to a pre-Covid-19 form.

THE SHOW MUST GO ON!

The pandemic forced brands to re-look at the format and timing of what was once a traditional fashion show. Designers have made movies, used still photography, and even tried 3D avatars to showcase the latest collections. The JCCC 2021 fashion show has had to adapt too. The show will be taped in advance and audiences will be able to view it from the safety of their homes.

The goal of the Fashion Department has been to maintain the connection and community that fashion creates. The bond created over the study of design and trends should not be lost because of the hardships faced. The FMD department and students have had to become more creative in their thinking to adapt to the times.

Each spring, JCCC Fashion Design & Technology students debut a collection of original designs in a runway show. This year the show will be filmed at the amazing Nerman Museum of Contemporary Art. We are thrilled we can still highlight and experience the amazing talents of the student designers through a virtual show. Tickets to watch the fashion show can be purchased online and all ticket proceeds go to funding scholarships for the Fashion Merchandising and Design program. The fashion show event will be available online beginning at noon Friday, April 23. Tickets are \$15 per household. The video will be available through noon Thursday, May 6. Buy your tickets now at www.jccc.edu/fashionshow





FASHION FACES IN A PANDEMIC



Tickets

\$15 per household \$50 per school

Video available from
April 23 - May 6

Get your tickets [HERE](#)

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